

## Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 12320 151947Z  
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W  
----- 015141 /60

R 151215Z DEC 76  
FM AMEMBASSY BRUSSELS  
TO SECSTATE WASHDC 8621  
INFO AMCONSUL ANTWERP  
AMEMBASSY LUXEMBOURG  
AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 12320

E.O. 11652:N/A  
TAGS:BEXP,BE  
SUBJECT: BUSINESS INFORMATION OFFICES (BIOS))IN BELGIAN FAIRS (FY  
'78)

EMBASSY UNDERSTANDS THAT COMMERCE IS CONSIDERING SETTING  
ASIDE LIMITED FUNDS FOR PARTICIPATION BY MEANS OF BIOS  
AT SELECTED INTERNATIONAL TRADE FAIRS IN FY 78.WE RECOMMEND  
THAT THE FOLLOWING FAIRS BE CONSIDERED FOR BIO PARTICIPATION,  
ALTHOUGH IN SOME CASES WE MIGHT ELECT TO TAKE PART IN A MORE  
EXTENSIVE WAY:

A.INDUSTRIAL EQUIPMENT SHOW,PALAIS DU CENTENAIRE,  
MAY 28- JUNE 1, 1978 -- SEE BRUSSELS 11591 IN WHICH WE  
RECOMMEND TYPE I PARTICIPATION.HOWEVER,IF THIS  
RECOMMENDATION IS NOT ACCEPTED,WE BELIEVE A BIO MIGHT  
USEFULLY BE SET UP AT THIS FAIR.

B.BATIBOUW AND EUROCLIMA,PALAIS DU CENTENAIRE,FEBRUARY 17-  
28 1978 -- WHILE THIS SHOW WOULD BE SUITABLE FOR A CATALOG  
SHOW IN CONJUNCTION WITH A SIMILAR SHOW AT THE BOUWCENTRUM  
ROTTERDAM,A SECOND ALTERNATIVE WOULD BE A BIO (USDOC 12751,  
THE HAGUE 4225).

C.SALON INTERNATIONAL DE L'EQUIPEMENT MEDICAL ET HOSPITALIER  
(MEDICAL AND HOSPITAL EQUIPMENT),CENTRE INTERNATIONAL ROGIER,  
OCTOBER 20-27, 1977 -- IN A-56 EMBASSY HAD SUGGESTED POSSIBLE  
CATALOG SHOW UNDER THIS PROPOSED CAMPAIGN.BIO MIGHT BE  
POSSIBLE ALTERNATIVE.

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D.VISUMAT,FRANCHISING '78,AUTOMATIC DISTRIBUTION,PALAIS

DU CENTENAIRE,SEPTEMBER 18-22 1978 -- THESE SHOWS (DISPLAY  
ITEMS,SHOP LAYOUTS,VENDING MACHINES,ETC.) WHICH ARE SCHEDULED  
SIMULTANEOUSLY ARE DIRECTED AT RETAILERS IN PARTICULAR.WHILE  
THESE ARE RATHER SPECIAL MARKETS AND WHILE THE SUBJECTS DO  
NOT FIT EASILY INTO FY 78 CCP PRELIMINARY RECOMMENDATINS  
(BRUSSELS A-56),WE BELIEVE CONSIDERATION MIGHT USEFULLY BE  
GIVEN TO SOME US PRESENCE.

.SALON DE LA QUINCAILLERIE ET DES ARTS MENAGERS (HARDWARE  
AND HOUSEHOLD ARTICLES),BRUSSELS CENTRE INTERNATIONAL ROGIER,  
OCTOBER 2-5, 1977.  
FIRESTONE

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
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**To:** STATE  
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